



[www.kdheks.gov](http://www.kdheks.gov)

Our Vision – Healthier Kansans living in safe and sustainable environments.

# Media Planning

- Media plans
- Other helpful tools

Our Vision – Healthier Kansans living in safe and sustainable environments.



# Finding the Media

- Media outlets in your county
  - Newspaper
  - Radio
  - Area newsletters
- Other places to distribute information
  - Churches
  - Civic organizations – Rotary, Kiwanis, 4H, etc.
  - Other ideas?

Our Vision – Healthier Kansans living in safe and sustainable environments.



# Media Planning

- Strategic
  - Assess your use of media in relation to and in support of other approaches.
- Media Plan helps you focus on including media in activities
  - Also breaks down tasks into manageable pieces

Our Vision – Healthier Kansans living in safe and sustainable environments.



# Media Planning Sheet

Media Planning Sheet			
<b>Objective:</b>			
<b>Related Activity(ies):</b>			
<b>Media Goal(s):</b>			
Target Audience	Media Tool(s)	Media Outlets	Potential Collaborators
Task	Deadline	Person Responsible	Completed (X)

Our Vision – Healthier Kansans living in safe and sustainable environments.



# Sample Media Planning Sheet

Media Planning Sheet			
<b>Objective:</b> Increase the number of county residents utilizing the Kansas Tobacco Quitline from a baseline of			
<b>Related Activity(ies):</b> Kick Butts Day event at local high school			
<b>Media goal(s):</b> Increase attendance at Kick Butt Day event, educate on tobacco dangers and promote			
Target Audience	Media Tool(s)	Media Outlets	Potential Collaborators
high school & middle school students	news release	newspaper, radio	Student council
Youth tobacco users	letters to the editor		high school theater group
Task	Deadline	Person Responsible	Completed (X)
Write news release	17-Mar	Amy Smith	
Distribute news release	3/10/2008	Amy Smith	
Ask theater group members to write a letter to editor	3/10/2008	Bob Frank	
Ask football players to write a letter to editor	3/12/2008	Elizabeth Cook	

Our Vision – Healthier Kansans living in safe and sustainable environments.



# Media Plan Overview

[illegible]

Our Vision – Healthier Kansans living in safe and sustainable environments.



# Other Tools

- TUPP Style Guide
- Photo Release
- Fact Sheets

Our Vision – Healthier Kansans living in safe and sustainable environments.





# Media Technical Assistance

- I'm a resource to
  - Review materials
  - Approve ads
  - Provide input on media plan
  - Brainstorm

Our Vision – Healthier Kansans living in safe and sustainable environments.



# Contact Information:

**Ginger Park, MS**  
**Media & Policy Coordinator**  
**gpark@kdhe.state.ks.us**  
**785-296-1118**

Our Vision – Healthier Kansans living in safe and sustainable environments.





[www.kdheks.gov](http://www.kdheks.gov)

Our Vision – Healthier Kansans living in safe and sustainable environments.